


## A-IV Impacts on Availability, Accessibility & Affordability

- A. Existing Practice and Plans
- B. Competition
- C. Financial and Operational Viability
- D. Health Management Practices
- E. Operations
- F. Quality
- G. Safety
-  H. **Governance**
- I. Regulation

## WellPoint retained most local executives at Blue Cross Blue Shield of Georgia H.2.

### Overview of Management Changes at Cerulean BCBS of Georgia

#### CEO

CEO Richard Shirk promoted & succeeded by Rebecca Kapustay. Richard D. Shirk will work with WellPoint CEO Leonard Schaeffer on corporate merger activities. He is succeeded by Rebecca Kapustay, a 22-year Blue Cross of California veteran.

#### Senior Management Team

One executive change. 12 of the 13 senior executives who report directly to the CEO are incumbent BCBSGA managers. Only John Watts, SVP of Large Group is from WellPoint/UNICARE

#### Board of Directors

Role changed, still local. Cerulean BCBS of Georgia is now overseen by WellPoint's Board of Directors. The Cerulean Board of Directors will act in an advisory role. The board is still composed solely of residents of GA. Warren Y. Jobe, a member of the Cerulean Board and SVP of the Atlanta based Southern Company, is also now a member of WellPoint's Board of Directors.

#### Advisory Boards

New addition. Medical, Hospitals, and Consumer advisory boards are new innovations brought to BCBSGA by WellPoint. Members of these boards are from local communities, hospitals, physician groups.

#### Regional Offices

No changes. Corporate Headquarter remains in Atlanta and Service Center remains in Columbus, GA.

Source: Maryland Insurance Code §4-305, 2001; D.C. Insurance Code 31-3506 and 31-3509, 2001; DE Insurance Code § 1108; NAIC, Risk-Based Capital General Overview, 2001; BCBSA, Guidelines to Administer Membership Standards Applicable to Regular Members, June 2001;

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